

RECEIVED

JUL 26 2004

GROUP 3600

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

[Claims 1-20 cancelled without prejudice.]

Claim 21. (Previously amended): A method for targeting marketing content to an online user having an associated user profile requiring a photographic likeness of the user, each targeted content having an associated target profile defined by market segmentation variables, comprising the steps of:

assigning metrics to data elements in the user profile, each metric representing either an incremental or detrimental change in a market segmentation variable, and including a confidence factor that decays over time;

calculating a user index by applying the assigned metrics to the market segmentation variables;

comparing the user index to the target profile associated with each content; and presenting the online user with content based on the step of comparing.

Claim 22. (original): The computer-implemented method of Claim 21 further including the step of dynamically creating content for the online user based on the user profile, wherein the dynamically created content includes a portion of the user profile.

Claim 23. (original): The computer-implemented method of Claim 21 wherein the step of assigning metrics includes assigning metrics to information derived from the user's photographic likeness.

Claim 24. (original): The computer-implemented method of claim 23 wherein the photographic likeness is altered to incorporate a portion of the content into the photographic likeness for display to the user.

Claim 25. (original): The computer-implemented method of Claim 24 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.

Claim 26. (original): The computer-implemented method of Claim 24 wherein the photographic likeness is altered to simulate the wearing of clothing.

[Claims 27-29 canceled.]

[Claims 30 previously canceled.]

[Claim 31-32 canceled.]